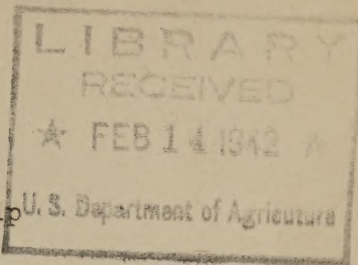


1.42
In3L

to cat.

U.S.
A.A.A.
UNITED STATES DEPARTMENT OF AGRICULTURE
(Info. from A.A.A., Div. of info.)
WASHINGTON, D. C.



Lecture Notes to Accompany Film Strip

MILK

This film strip consisting of 24 frames shows the importance of increased milk production for Defense. It is designed for use in the Farm Defense Program to step up production of vital foods needed in increasing quantities for our people, and for shipment to England.

While the film strip sets forth in a general way the approved methods for increasing milk production per cow, it is not intended to take the place of specific instruction on methods. For dairying methods approved locally and for other information, the farmer is referred to his AAA committee and his County Agent.

Released October 1941

138DA
LIB

THE UNIVERSITY OF MICHIGAN

1960

The following is a summary of the results of the study. The study was conducted in order to determine the effect of the treatment on the response of the subjects. The results of the study are as follows:

The results of the study indicate that the treatment had a significant effect on the response of the subjects. The subjects who received the treatment showed a significantly higher response than the control group. The results of the study are as follows:

Frame 1.

M I L K

(Photo: Men working in gun factory.)

Frame 2. In today's world, only the strong are free.

(Photo: Men working in gun factory.)

Frame 3. America must be strong.

America needs to be stronger than the forces which are striving to put out the light of liberty in the world. Strength means faith, courage, and manpower. Strength means guns, ships, planes and tanks to implement this faith, manpower and courage.

(Photo: None --- READER.)

Frame 4. Strong people need plenty of good food ... milk is one of the best.

Good diets are needed for strong bodies, quick minds, and good morale. Poor diets sap courage, vitality and endurance ... breed despair. Milk is one of the protective foods which help people and nations keep fit ... fit for the strong, quick, decisive action of a free people meeting the challenge of the dictators.

(Photo: Soldiers drinking milk.)

Frame 5. Milk builds strength.

Milk contains minerals that make strong bones. Milk contains vitamins that are a protection against infection and are needed for all-round mental and physical well being.

(Photo: Montage: bottles of milk; cheese.)

Frame 6. We need more dairy products

In the fight for freedom we need more dairy products - more dried and evaporated milk and cheese. America can and must speed up production of these vital food weapons. Democracy can and must have the best food arsenal.

(Photo: Soldiers' Review.)

Frame 7. for the 1-1/2 million men training in camps.

The Army recognizes the importance of good food for strength and morale. Soldiers are given one-half pint of whole milk daily. Their daily rations contain additional milk products which bring the total milk allowance up to 3/4 quart per man. More than a million quarts of milk a day needed by the Army alone. To meet this need, farmers in cantonment areas are particularly urged to step up milk production.

SEP 10 1942

(Photo: blow torch.)

Frame 8. for the millions of workers in defense industries.

Well-fed workers produce better, can work at greater speed. They lose less time from their jobs because of illness. More milk is needed to keep the assembly lines rolling at top speed. Thousands of families are earning larger salaries because of defense; have more money to buy the milk products they need.

(Photo: Undernourished family.)

Frame 9. for America's thousands of undernourished families.

Every American citizen is part of the defense of America. Defense is as strong as its weakest link. America can not afford to have a third of its citizens weakened by malnutrition. The new goal for democracy is food for all.

(Photo: View of hold of ship, or of British children eating.)

Frame 10. for defenders of freedom abroad.

America is sending dairy products - dried and evaporated milk and cheese - to Britain. American food has helped to keep up the strength and morale of a free people fighting for freedom. There's famine of milk and cheese in Nazi-dominated Europe. Knowledge that plenty of these vital foods are reaching Britain will act as a fifth column for the cause of freedom.

(Photo: barrels of powdered milk.)

Frame 11. for stockpiles of food after the war.

Food will win the war and write the peace, as Secretary Wickard has said. Stores of dairy products will give America great power at the peace tables power to write a just peace, a lasting peace. Plenty of food to feed the hungry after the war will help keep that peace.

(Photo: Dairy herd.)

Frame 12. Uncle Sam looks to farm herds for this food.

Farmers have been asked by their Government to step up milk production to record levels. During the first eight months of 1941 milk production was 5 percent above the same period a year earlier. But more milk is needed. Families with only one cow, big dairy plants -- all have part in speeding up milk production, in seeing that no milk is wasted.

(Photo: Farmer and Daughter carrying milk.)

Frame 13. There's a big job to do.

It's a big assignment, calling for the best effort of everybody on the farm. Various Government agencies -- the Extension Service, Farm Security, AAA and others -- stand ready to help farmers do this job.

(Photo: Farmer working on books.)

Frame 14. Fortunately good prices are assured.

Like other businessmen, farmers have to take stock of their assets and liabilities -- must figure probable producing costs and markets. But the present demand for milk products makes prices favorable for increasing production. As an added safeguard, the Government will use available funds to support prices of needed milk products at not less than 85 percent of parity through 1942.

(Photo: Farmer feeding cows.)

Frame 15. Good care and feeding are important.

To meet the need for milk products, it's important that American dairy herds produce to the utmost that American farm plants are run efficiently. Feeding of concentrated dairy rations makes cows produce more milk.

(Photo: Cows in pasture with water and trees.)

Frame 16. Good pasture, plenty of water are equally necessary.

Good pasture helps keep cows healthy, makes their milk better. Good pasture practices sponsored by the AAA mean that farmers can speed up milk production without over-taxing their land resources.

(Photo: Boys milking.)

Frame 17. Regular milking means more milk.

Speed and quantity in milk production calls for the dairy plant to be run on schedule. Even the farmer with one or two cows should profit from experience of the big dairy farmers.... should run his dairy business by the clock.... should feed and milk his cows regularly to keep them in top health condition and at the peak of production.

(Photo: Boy pouring milk in cooler.)

Frame 18. Rapid cooling keeps milk sweet.

Big dairy plants use coolers like this to chill the milk quickly so that none will be wasted. On small farms, the refrigerator or other simple cooling devices keep the milk fresh and sweet longer. Covered milk pails and immaculate cleanliness in handling are important to keep milk pure and good....to avoid waste.

(Photo: Drums of cheese)

Frame 19. There's a huge new market for cheese.

Britain is calling on America for great quantities of cheese. To meet this need, our cheese production needs to be increased by one-third. Farmers can help by producing milk for cheese. Government purchases of cheese under lend-lease funds have made prices favorable for increasing cheese production.

(Photo: Little girl with 5 quarts of milk and dry milk equiv.)

Frame 20. Dried milk is needed. Five quarts shrink into one.

Dried skim milk is another vital food needed in vastly greater quantities by America and Britain. A goal of fifty percent more dried skim milk for human consumption has been set to meet the defense need for this compact, nourishing food.

(Photo: Barrels of milk and slabs of cheese.)

Frame 21. Cheese and dried milk can be stored and shipped easily.

Cheese and dried milk are concentrated foods. They take up little space and don't spoil readily. That's important with shipping space at a premium, when food is stored in emergency food stations not equipped with refrigerators. Milk and cheese are sturdy food weapons with a lot of power packed in small space.

(Photo: None -- READER)

Frame 22. By turning feed into food we can help keep our nation strong.

Feed from American pastures and grain stored in the Ever-Normal Granary are the raw materials that will make the milk needed in the fight for freedom. Corn from the Ever-Normal Granary is being released at prices favorable for milk production.

(Photo: Montage: Farmer with team and alfalfa; Ever-Normal Granary.)

Frame 23. We have plenty of feed to do the job.

Six million farmers working together can do the job. They have the pastures to do it, thanks to the conservation practices of the Farm Program. They have the corn needed in concentrated dairy rations to speed up milk production, thanks to the Ever-Normal Granary. American farms can produce food quicker and better than Nazi Europe can organize its slave populations to produce..... food democracies need for freedom's fight

Frame 24. END